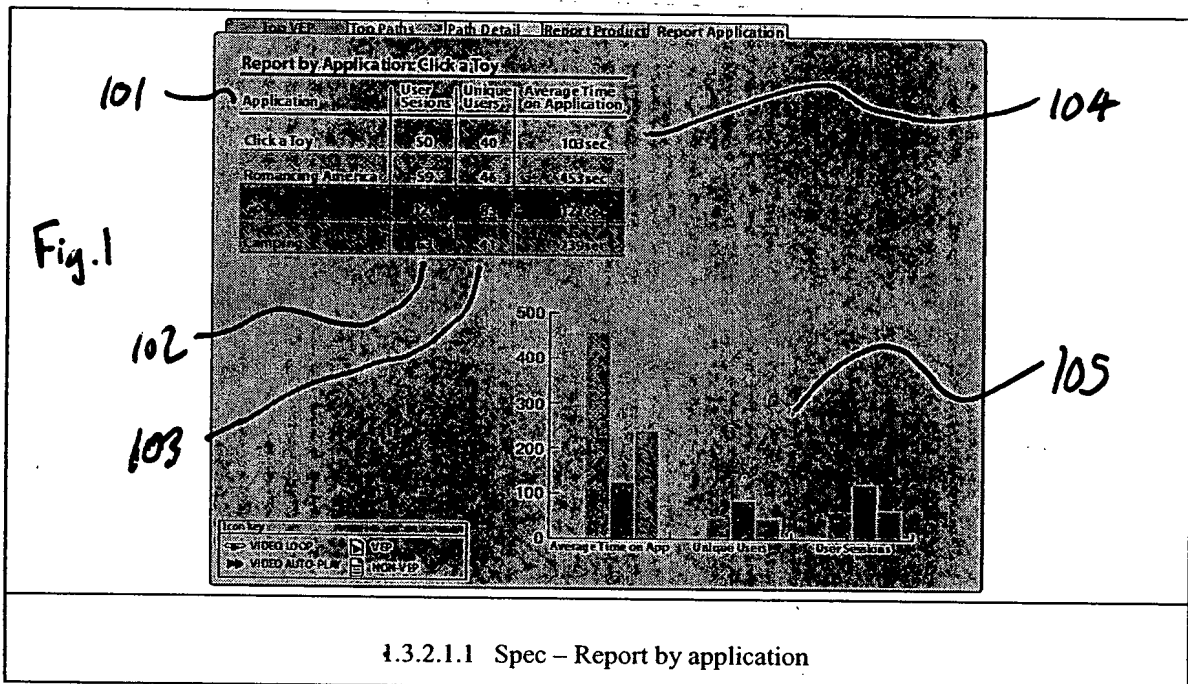


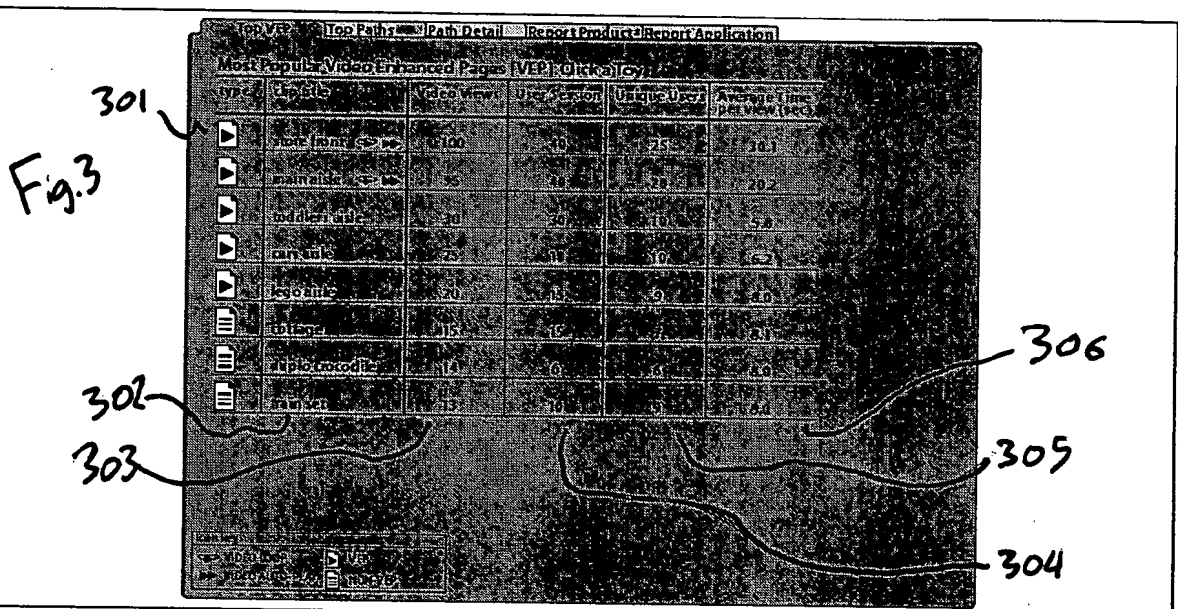
Fig.1

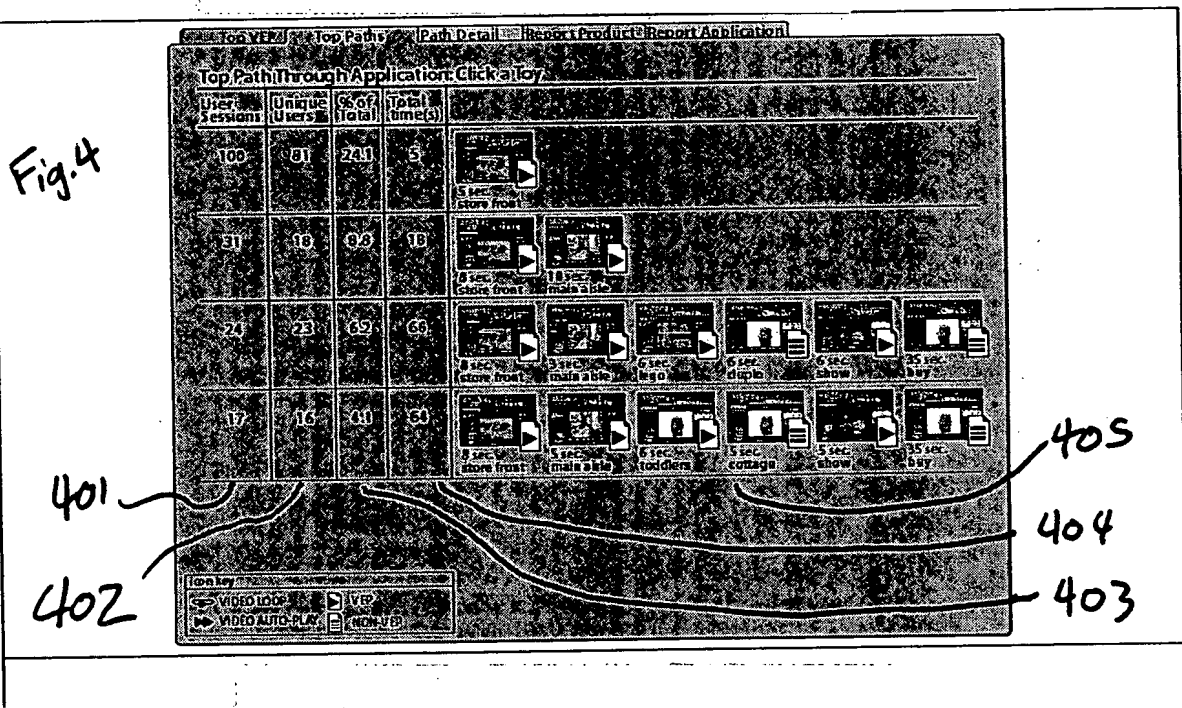


**Fig. 2**

| Application       | Mon  | Tue  | Wed  | Thu  | Fri  | Sat  | Sun  |
|-------------------|------|------|------|------|------|------|------|
| Click A Toy       | 1000 | 1699 | 2110 | 1150 | 1200 | 1324 | 2455 |
| GearView          | 1201 | 2320 | 1340 | 2409 | 520  | 1622 | 2340 |
| Romancing America | 994  | 1999 | 2200 | 850  | 1000 | 1624 | 2555 |
| Total             | 3195 | 6018 | 5650 | 4409 | 2720 | 4570 | 7350 |

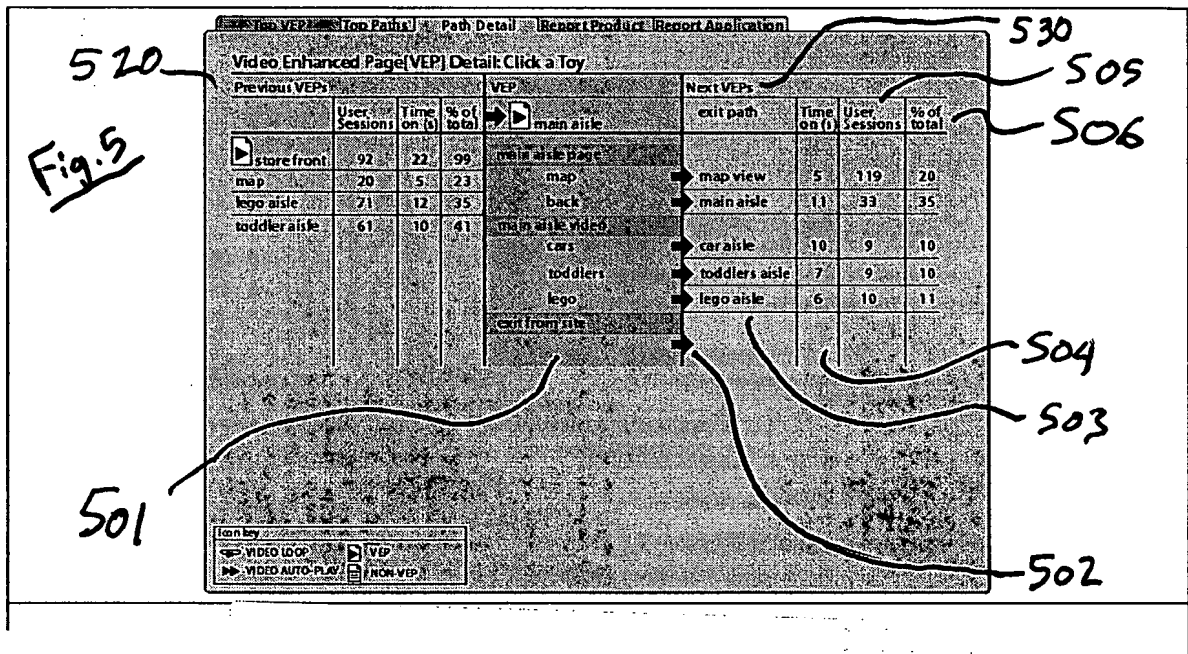
1.3.3.1.1 Report by day of week -table





The re

here.





For

| <div>701702703704705706</div> |       |                              |         |               |                 |           |
|-------------------------------|-------|------------------------------|---------|---------------|-----------------|-----------|
| Image                         | Size  | Click-through URL            | Views   | Click-through | Click-through % | Avg. time |
| Shampoo.gif                   | 30x81 | http://pantene.com/index.htm | 40 (30) | 10 (10)       | 25 (33)         | 00:01:03  |
| Bonzo.gif                     | 95x03 | http://dogs.com              | 50 (20) | 20 (10)       | 40 (50)         | 00:00:09  |

| <div>707708</div> |            |   |
|-------------------|------------|---|
| Hotspot Name      | Media Name | Ad server URL                           |
| Shampoo           | Aisle1     | http://myaddserver/?Parm1=rrr&parm2=ttt |
| Dog               | Aisle2     | http://myaddserver/?Parm1=rrr&parm2=ttt |

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Fig. 7